Alberta Sport Council

The Pyramid Grows Stronger.

Highlights 1985-1986

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Above:
Fort McMurray Sport Camp.

Our Goal

To provide sport opportunities for the enjoyment and development of Albertans from beginner to world-class levels and to make Alberta truly outstanding in Canadian amateur sport.

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Letters From Chairman and Managing Director

I commend the executive and staff of the Council for another year of excellent planning and good management.

We are proud of our staff. They are dedicated, skilled and committed to serve sport in Alberta, a province with sport needs far greater than any other in Canada. I want to thank and compliment them for performing their tasks in an efficient and diligent way.

The Council's strong financial position this year shows the degree of prudent decision-making so necessary to provide for the many needs in the years ahead.

As Chairman of the Alberta Sport Council, I would like to thank the Alberta Government, the Western Canada Lottery, and a growing list of enlightened private businesses and public corporations whose support is making an expanding list of activities possible.

When you see and feel the excitement and enthusiasm of those thousands of Albertans who are taking advantage of Alberta Sport Council activities and services, you know the future of Alberta is in good hands.

Don Skagen
Chairman
A.S.C.

This past year has proven that competitive sport activity for all ages of Albertans has indeed become a "critical mass." Many of the activities are described in this annual report; many more can be explained by our eight zone coordinators who cover every zone of Alberta.

Experience has shown that there are cycles of good times and bad. We at the Alberta Sport Council are here for the long term and only the prudent use of funds available to us can make that possible. To that end we are proud to point to the surplus carried forward in this year's financial statement; it enables us to go forward with our long-range master plan that will augur well for the future of sport in Alberta. We are now identified as the leader in sport!

I should like to thank the Chairman, the rest of the Volunteer Council and the many volunteer committees for the wisdom and guidance they have provided in helping staff implement policy and plan wisely for the future. That future continues to be exciting and will undoubtedly provide a continuing challenge for Alberta athletes.

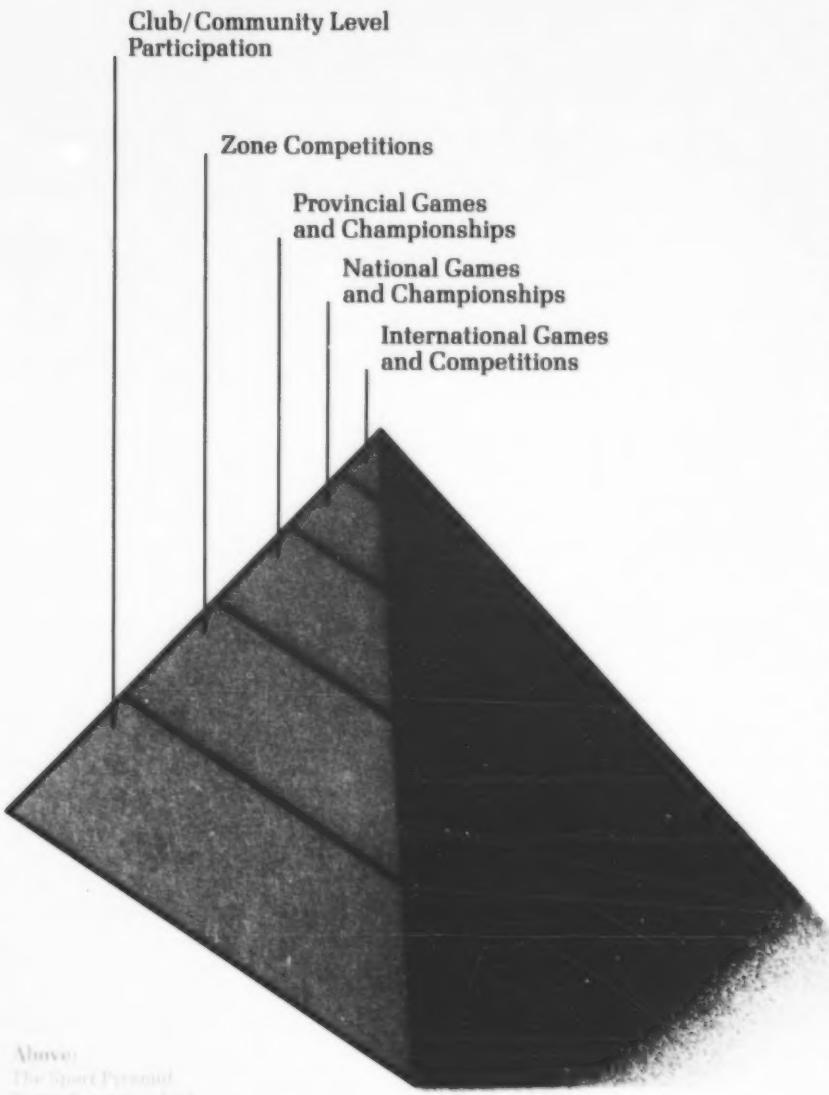
Max Gibb
Managing Director
A.S.C.

The Alberta Sport Council

Who we are.

The Alberta Sport Council is a non-profit, provincial crown corporation formed April 1, 1984 to create sport opportunities for Albertans.

Essentially, the Sport Council is Sport in Alberta, working co-operatively with provincial sport associations, municipalities, schools, clubs, and individuals.



Above:
The Sport Pyramid
To produce more high caliber athletes, a larger base of "grass roots" participation is essential.

Our Major Goals Are:

To organize the Alberta Summer, Winter and Seniors Games and other competitions for the developing athlete,

To work with provincial sport associations to develop technical programs for coaches, officials and athletes and,

To obtain sponsorship of Alberta amateur sport by private enterprise.

What we do:

This year, the Council created sport opportunities for thousands of Albertans by providing $6.6 million to 77 provincial sport associations and the rest of the Alberta sport team. The money is used by these participants to implement the Council's many programs for athletes, coaches, officials and volunteers.

In addition, the Council operates many programs on behalf of all sport. All these programs, those implemented by the sport associations, schools, clubs, municipalities, etc. and those supported by the Council, fall into four categories: programs to increase participation opportunities; programs to develop technical expertise; programs to promote excellence; and programs to increase awareness and improve communication.

How we do it — The Pyramid:

To produce one champion at the international level, there must be thousands of sport participants at the grass roots. These grass roots participants are the crucial base of the amateur sport pyramid which has international competition at its apex.

The Alberta Sport Council's programs are specifically designed to take an athlete step by step from the beginner to the most advanced level or anywhere in between. For those athletes with the desire and ability, the Council provides the opportunity to progress from the base of the pyramid all the way to its apex.

Who benefits:

In short, literally tens of thousands of Albertans — athletes, coaches, officials, and volunteers. Groups and individuals representing the following sports receive funding and organizational support:

Alpine Skiing
Amputee Sports
Archery
Badminton
Baseball
Basketball
Baton Twirling
Biathlon
Bobsleigh
Bowhunting
Bowling
Boxing
Broomball
Canoeing
Sports for the Celebral Palsic
Cricket
Cross-Country Skiing
Curling
Cycling
Sports for the Deaf and Hard-of-Hearing
Disabled Skiing
Diving
Equestrian
Fencing
Field Hockey
Figure Skating
Football
Freestyle Skiing
Golf
Gymnastics
Handball
Hang Gliding
Hockey
Horseshoes
Karate
Judo
Lacrosse
Lawn Bowling
Luge
Modern Rhythmic Gymnastics
Netball
Orienteering
Sport Parachuting
Modern Pentathlon
Nordic Combined
Racquetball
Ringette
Roller Skating
Rowing
Rugby
Sailing
Shooting
Ski Jumping
Sledge Hockey & Ice Picking
Soaring
Soccer
Softball
Special Olympics Sports
Speed Skating
Sports for the Blind
Squash
Synchronized Swimming
Swimming
Table Tennis
Team Handball
Tennis
Track & Field
Volleyball
Water Polo
Water Skiing
Weightlifting
Wheelchair Sports
Wrestling

The following groups which represent many sports also receive funding and organizational support:

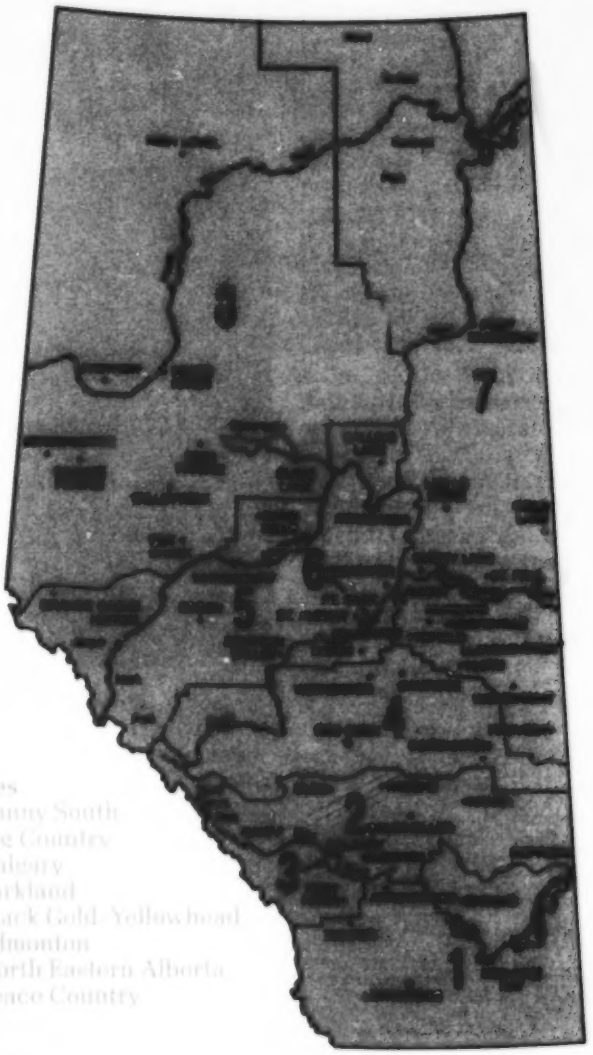
Sport Alberta
Alberta Schools Athletic Association
The Alberta Colleges Athletic Conference
The Alberta Universities Athletic Association
The Sport Medicine Council of Alberta
The Alberta Senior Citizens Sport and Recreation Association

Where we get our financial support:

The majority of the Council's funding comes from Alberta Lotteries: $5.4 million this year. The balance comes from the private sector. Less than 8 per cent is required from the Alberta Government and is used only to cover the Council's administrative costs. This ensures that all monies received from private enterprise are dedicated to programs for Alberta's athletes, coaches and officials.

How we operate:

Working from an administrative office in Calgary, a technical development office in Edmonton and from eight zone offices serving every part of the province, the Council has a small staff of full-time and part-time employees and seasonal workers. The organization's real strength lies in the tens of thousands of volunteers, coaches, officials and athletes who make amateur sport move in Alberta. They are the real Alberta Sport Council.



Zones
1. Sunny South
2. Big Country
3. Calgary
4. Parkland
5. Black Gold-Yellowhead
6. Edmonton
7. North Eastern Alberta
8. Peace Country

Map of Zones
The Sport Council's unique organizational structure of eight zones keeps it in constant contact with the grass roots sport development on which Alberta's sport pyramid is built.

This Year's Highlights

Apexes within the pyramid.

. . . The Alberta Sport Council participated in or funded the following:

▲Held in Fort McMurray Aug. 8 - 10, the 1985 *Alberta Summer Games* drew 4,000 athletes, coaches, officials and cultural participants — the largest number since the Games began in 1974.

▲Edson staged the 1986 *Alberta Winter Games* Feb. 26 - March 2 with a population of just 7,110 — the smallest single community ever to host the event.

▲This year, 41,416 Albertans participated in clinics designed to introduce them to specific sports for the first time — an increase of more than 50 per cent over last year.

▲1,350 athletes received scholarships to attend *Sport Outreach* Training Camps this year — an increase of over 68 per cent over last year.

▲24 single sport and six multi-sport camps were staged — five times last year's number.

▲Through the Council's *Local Sport Development Projects Program*, $809,000 was provided for the first time to sport groups to support innovative sport development projects.

Left to right:
National Cycling Race
Ski Jumper in Edson

▲Five new training centres opened in four sports.

▲10,231 Alberta athletes were screened to pinpoint those with potential.

▲560 promising Alberta athletes received $650 each this year to help offset personal costs while training and competing.

▲The Council provided funds to 48 provincial sport associations to assist with hiring 64 part and/or full-time technical experts in their sports.

▲139 of Alberta's finest coaches and officials visited other provinces, the U.S. and overseas to gain valuable knowledge and experience from their counterparts elsewhere.

▲6,900 Alberta coaches increased their knowledge by attending 460 *National Coaching Certification Program* (NCCP) courses funded by the Council. The Council also supported 286 non-NCCP coaching clinics for 4,290 Alberta coaches.

▲The Council provided funds for 549 upgrading clinics in which 5,490 officials received training, advanced certification and accreditation.

▲A Sport Canada study released in December showed Alberta is fast becoming the national leader in the development of at least five of the 10 Olympic winter sports.

▲Thanks to the Council, in cooperation with the Calgary Olympic Development Association, courses in some of the 10 Olympic winter sports were made available this year to hundreds of students in some of Calgary's Catholic schools.

▲Some 30,000 Albertans got involved in the Olympic winter sports this year through *Community Winter Sport Festivals* — 1.5 times more than last year.

▲This year, over 25,000 Albertans were introduced to the 10 Olympic winter sports by the Council's touring *Alberta Sport Van* — triple the number exposed last year. The van is sponsored by Chrysler Canada.

▲The goal of the *Alberta Olympic Game Plan* is to see that 20 per cent of Canada's 1988 Winter Olympic team is composed of Albertans. At the end of this year, an average of 21 per cent of Canada's national teams in the 10 Olympic winter sports was made up of Albertans — 10 times more than the 1984 Winter Olympic team.

▲One of the Council's key mandates is to increase corporate sponsorship of Alberta amateur sport. This year, the Council was able to raise more than $1.5 million in cash and goods and services.

▲In total, $6.6 million was provided by the Council this year to Alberta sport associations, schools, clubs, municipalities, individuals and others to develop sport in Alberta — an increase of almost three times over 1985.

Clockwise from bottom left:
Duane Jones Kamloops[illegible]
with track and field athletes
Sport Outreach Tennis Camp
Rugby in Fort McMurray Summer Games
Hockey gold medal winners
Edson Winter Games

Programs to Increase Participation Opportunities

The crucial base of the pyramid.

The programs explained

Without the mass involvement of large numbers of athletes, coaches, officials and organizers at the grass roots level, the amateur sport pyramid cannot grow. It is only from large numbers of participants that a small number of champions will emerge. And the more champions you want to develop, the wider and stronger must be your development base.

This year, the Alberta Sport Council continued to expand its grass roots base by involving more and more Albertans in the following programs:

Alberta Summer and Winter Games:

Athletes qualify through playoffs in each of the Sport Council's eight provincial zones. Summer Games are held every odd-numbered year and Winter Games every even-numbered year.

Alberta Seniors Games:

Every even numbered year, the Council supports this unique competitive event. The Games are open to seniors over 55 years from any part of the province.

Sport Outreach Clinics, Camps and Scholarships:

Through this program, tens of thousands of athletes a year are introduced to specific sports for the first time or are assisted in upgrading their skills in a sport which they already enjoy. For those athletes unable to afford to attend a camp, funding is available through the Council's scholarship program.

Sport Development Projects at the local/regional and provincial levels:

Here, the Council funds unique methods of sport development. Recipients at the local/regional level are usually small sport groups such as clubs, and provincially they are most often provincial sport associations.

Above:
Sport Outreach Clinic

The 1985 Alberta Summer Games in Fort McMurray

Aug. 8 - 10, 1985
4,000 athletes, coaches and officials

22 Events:

Archery
Baseball
Canoeing
Diving
Football (Touch)
Golf (Ladies)
Horseshoes
Rugby
Sailing
Pistol Shooting
Skeet Shooting
Small Bore Rifle
Trap Shooting
Soccer
Softball: Fastpitch
Softball: Slowpitch
Swimming
Modified Swimming
Synchronized Swimming
Tennis
Track and Field
Modified Track and Field

11 Special Events:

Ball Hockey
Blackpowder (old-fashioned musket shooting)
BMX (Bicycle Motocross) Racing
Canoeing (Down River Racing)
Cycling
Fullbore Shooting (Silhouette)
Golf (Men's)
Road Race Running
Team Pentathlon
Triathlon
Windsurfing

7 Cultural Events:

Ballroom Dancing
Break Dancing
Craft Competition
Fine Art Competition
Games Life Photography Competition
Mural Competition
Video Competition

Volunteers

There were about 3,700, some as young as 8.

Playoffs

Between 40,000 and 50,000 participants were involved in zone playoffs leading to the Games.

Complete Provincial Representation

Some 213 Alberta communities were represented by competitors at the Games. They came from as far south as Del Bonita, a few kilometres north of the Alberta-Montana border, and as far north as Fort Vermilion, on the Peace River about 150 km. south of the Alberta/Northwest Territories border.

Surplus of Funds

In the end, $132,669 was left for future sport projects. This was largely because fund-raisers for the Games collected $909,262 in cash donations from sponsors — the greatest amount in Games history.

The Lasting Legacy

The Games generated the construction and development of more than $1 million in new or improved facilities. Fort McMurray Mayor, Chuck Knight, says the town could never have bought the kind of positive exposure the Games gave to the town.

The Future

The 1987 *Alberta Summer Games* are to be held in the County of Strathcona Aug. 6, 7 and 8.

Programs to Increase Participation Opportunities

More results from this year's programs to increase participation.

Above:
Alpine Skiing in Edson

The 1986 Alberta Winter Games in Edson

Feb. 26–March 2, 1986
2,000 athletes, coaches and officials

Historic:
These Alberta Games were the first to feature competition in all 10 of the Olympic winter sports.*

22 Events:

*Alpine Skiing
Badminton
*Biathlon
*Bobsleigh
Bowling
Boxing
*Cross-Country Skiing
Curling
*Figure Skating
Gymnastics
*Hockey
Judo
*Luge (Naturbahn)
*Nordic Combined
Racquetball
Ringette
*Ski Jumping
*Speed Skating
Table Tennis
Team Handball
Volleyball
Wrestling
Theatresports

3 Special Events:

Open Ski Jumping
Power Tumbling
Black Belt Judo

Playoffs
Between 35,000 and 40,000 participants were involved in zone playoffs leading to the Games.

Complete Provincial Representation
Competitors from 200 Alberta communities took part in the Games.

Big League Luge
Competition in naturbahn (natural track) luge took place on a 2.4-km. track built expressly for the Games — the longest natural luge run in North America.

The Lasting Legacy
The Games generated the construction and development of at least $120,000 in new or improved facilities. New structures included world-class 30 and 50-metre ski jumps, bobsleigh and luge runs and a 200-m. permanent, outdoor speed skating oval — one of only four in the entire province.

The Future
The 1988 *Alberta Winter Games* are to be in Red Deer, which also hosted the 1975 and 1977 *Alberta Summer Games*.

Sport Outreach

The Council provided $555,000 for numerous Sport Outreach programs:

Clinics

41,416 participants from 181 communities attended 1,140 clinics in 61 sports.

Camps

These involved 1,800 participants.

Scholarships

$95,345 in scholarships was dispersed to 1,350 athletes so they could attend 63 camps in 34 sports.

Local Sport Development Projects

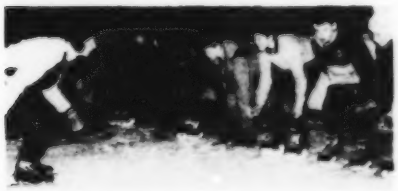
Some examples:

Zone 1: Sunny South

The Westcastle Ski Club near Pincher Creek received $8,000 for racing equipment to host new and bigger competitions and provide additional training opportunities.

Zone 2: Big Country

The Mountain View Luge & Naturbahn Club, in the County of Mountain View, received $2,100 for six luge sleds to get the club started.



Zone 3: Calgary

The Central Zone Hockey Referees Committee received $3,300 to purchase computer software so the names, addresses, telephone numbers and schedules of 500 referees could be recorded, thus permitting instant response to requests for referees.

Zone 4: Parkland

The Red Deer Sports & Leisure Society received $11,400 for six wheelchairs for quadriplegics so physically handicapped athletes could start a basketball league in central Alberta.

Zone 5: Black Gold/Yellowhead

The County of Parkland received $8,160 to buy biathlon and cross-country ski equipment to start a summer and winter training program.

Zone 6: Edmonton

The Granite Curling Club received $5,600 to purchase several sets of undersized curling rocks designed so 10 - 14-year-olds could learn to play.

Zone 7: North Eastern Alberta

The Lloydminster Track & Field Club received $4,000 to buy strips of synthetic running surface so athletes could safely train indoors during the winter by sprinting down school hallways and in gymnasia.

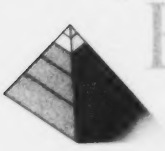
Zone 8: Peace Country

The Fort Vermilion Boxing Club, 500 miles north of Edmonton, got $2,600 for the purchase of equipment to start a youth development program.

Sport Development Projects at the Provincial Level:

This year, 28 provincial sport associations received $183,000 for 42 projects from sport science research to the development of equipment prototypes.

Programs to Develop Technical Expertise



The technical side of the pyramid.

The programs explained

No matter how talented an athlete is when they start a sport, they will never reach their potential without good coaching. Like athletes, officials must also receive a solid grounding in the fundamentals. These are the two major users of our technical programs: coaches and officials — crucial parts of the sport pyramid.

National Coaching Certification Program: (NCCP)

This program of the Coaching Association of Canada (CAC) gives coaches upgrading courses. The Council provides funds to provincial sport associations to help them conduct technical and practical courses.

Coaches clinics:

Similar to the NCCP courses, these are conducted by the provincial sport associations without the direct assistance of the CAC. Financial assistance is provided by the Alberta Sport Council.

Officials clinics:

These are conducted for officials by provincial sport associations with financial assistance from the Council.

Hiring professional technical staff:

Through this program, money is provided by the Council to provincial sport associations to hire technical experts in their sports.

Master Coach and Official:

Alberta coaches and officials receive funding to attend specialized improvement opportunities outside Alberta and coaches and officials from outside Alberta are brought into the province.

Sport Medicine:

Money is provided to the Sport Medicine Council of Alberta to train individuals in first aid and the prevention of sport injuries.

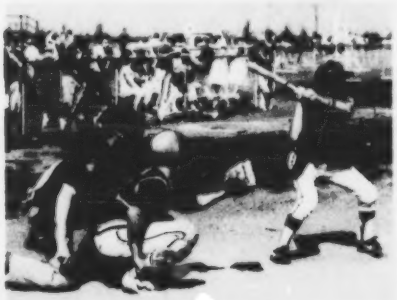
Above:
An Alberta coach

This year's results

NCCP Courses:
Held in support of 49 sports at a cost to the Council of $117,500.

Non-NCCP Clinics:
$90,800 was spent by the Council to assist with non-NCCP coaching clinics in 44 sports.

Officials Clinics:
$132,000 was allocated so clinics could be held in 59 sports.

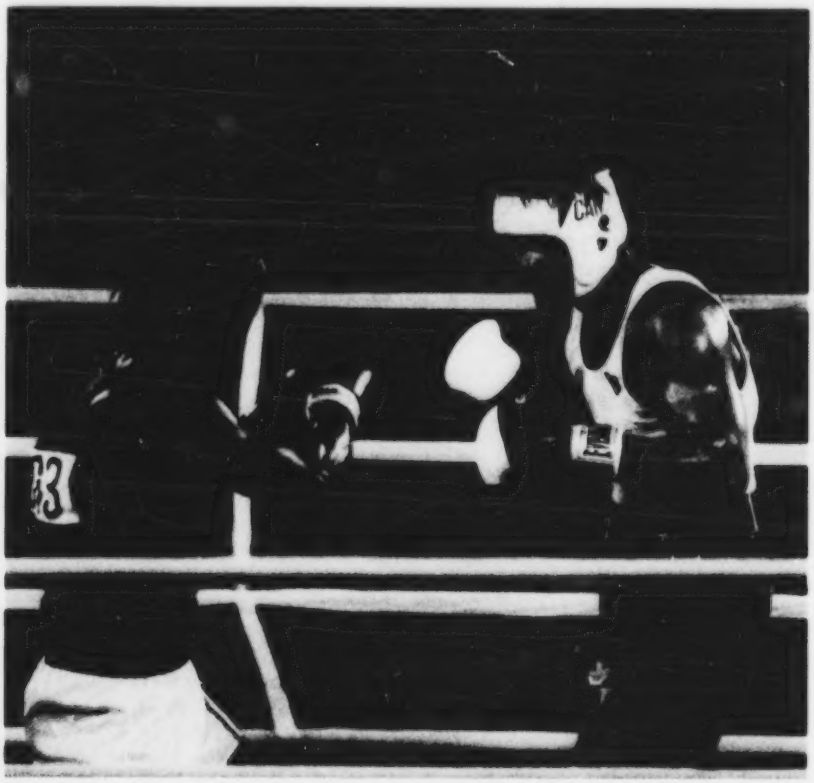


Hiring Professional Technical Staff
$938,800 was provided to provincial sport associations to hire technical specialists like technical directors, program coordinators and coaches.

Master Coach and Official
$135,800 was provided so 53 provincial sport associations could send 183 coaches and officials to 100 upgrading clinics. In addition, 44 national/international sports experts came to Alberta to provide extensive training for coaches and officials.

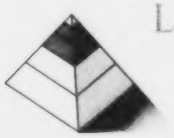
Sport Medicine
The Council supplied $37,200 to the Sport Medicine Council of Alberta so it could get its program started.

Clockwise from bottom left:
Coaching young athletes
Official at the Falcon Games
Umpire in Fort McMurray
During instruction
Quality coaches



Programs to Promote Excellence

Ladders to the top of the pyramid.



The programs explained

Those participants who have the talent and desire to advance further are encouraged by additional Alberta Sport Council programs:

Talent Identification:

Athletes with potential are pinpointed at training camps and physiological testing sessions.

Training High Performance Athletes:

Once athletes are pinpointed, the Council provides funds to provincial sport associations so they can organize training camps for identified athletes, send them to competitions and help defer the expenses of their coaches and trainers.

The Alberta Athlete Development Program:

Provides $650 a year to Alberta's top developing athletes to assist them in achieving national ranking. The money is used to help offset personal costs while training and competing.

Participation in the Canada and Western Canada Games:

Support is given to Alberta Recreation and Parks to prepare a Game Plan for these Games.

Participation in Western Canadian and Canadian championships:

Money is given to provincial sport associations, teams and clubs to help offset travel, food and accommodation expenses while attending these competitions.

Sport Training Centres:

Funding is provided to provincial sport associations to help establish regional, provincial and national developmental training centres.

The Alberta Olympic Game Plan:

The goal of this plan is to see that 20 per cent of Canada's 1988 Winter Olympic team is composed of Albertans. It has five sub-parts: enrichment funding, community winter sport festivals, a touring sport promotion van and an annual Olympic symposium.

Above:
Willie deWit

This year's results

Talent Identification

$206,300 was provided to 48 provincial sport associations so they could create 182 opportunities to develop high performance athletes.

Training of High Performance Athletes

$282,700 was given to 40 provincial sport associations so 1,820 Alberta athletes, coaches, and officials could attend 166 high performance training camps and competition tours throughout Canada.

The Alberta Athlete Development Program

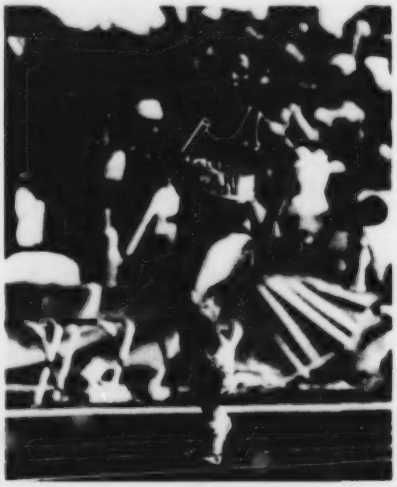
47 provincial sport associations received a total of $364,000 so selected athletes could offset personal costs.

Participation in Canada and Western Canada Games

There were no Western Canada Games this year, but the Canada Summer Games were held in St. John, N.B., Aug. 11 - 24, 1985. Alberta's team placed fourth behind Ontario, Quebec and British Columbia.

Participation in Western Canadian and Canadian championships

This year, 29 provincial sport associations received $72,300 to offset the expenses of 1,115 Alberta athletes, coaches and officials to attend 37 Western Canadian championships. Sixty-one provincial sport associations received $233,900 to offset the expenses of 1,571 Alberta athletes, coaches and officials to attend 83 Canadian championships.



Five new Sport Training Centres

$90,200 was contributed towards the operation of six centres. All except the national men's volleyball training centre at the University of Calgary were new this year.

- in Lethbridge, a regional judo centre
- in Calgary, a national men's volleyball centre
- in Calgary and Edmonton, badminton provincial developmental training centres
- in Edmonton, a regional/provincial developmental soccer centre
- in Camrose, a provincial nordic training centre

Clockwise from centre left:
International Speedskating
Biathlon at the 1988 Olympics
Jillian Richardson in the relay

The Alberta Olympic Game Plan

More and More Albertans make it onto Canada's national teams.

The Programs Explained

Enrichment Funding

Enrichment Funding promotes the development of athletes, coaches and officials in such areas as talent identification, high performance training and master coach and official programs.

Community Winter Sport Festivals

Communities host a "festival of events" that includes competitions, clinics, cultural, educational and promotional elements. The festival is designated as gold, silver or bronze depending on the number of Olympic events hosted.

Annual Alberta Olympic Symposium

This annual conference brings together representatives from winter sports associations, educational institutions, CODA, OCO '88 and the private sector to coordinate their efforts in pursuit of our goals for the '88 Olympics.

Alberta Sport Van

Staffed by successful Olympic athletes, this travelling information vehicle carries Olympic Winter Sports equipment, an audio-visual presentation and informational brochures to all areas of Alberta.

Olympic Sport Resource Manual

Presently in development, this is a book about Olympic sports which provides current information to any Alberta sport association, community, school or club.

Above:
Olympian Kelly Krvavka with eager young athletes.

This year's results

Enrichment Funding

The nine associations representing the 10 Olympic winter sports received $904,200 for extra talent identification, the training of high performance athletes, master coach and officials programs and the hosting of national and international events.

Community Winter Sport Festivals

23 Alberta communities hosted festivals.

Alberta Olympic Symposium

Held Oct. 18-20, 1985 in Calgary to coordinate efforts towards participation in the 1988 Winter Olympics, the conference attracted over 200 amateur sport experts.

Alberta Sport Van

The van travelled 27,500 kilometres and visited 50 Alberta communities as large as Edmonton and as small as Fort Chipewyan, population about 1,200, just south of the N.W.T. border. Staffed by 1984 Olympic silver medalist, Kelly Kryczka, and winter sport expert, Susan Kankkunen, the van is supplied by Chrysler Canada.

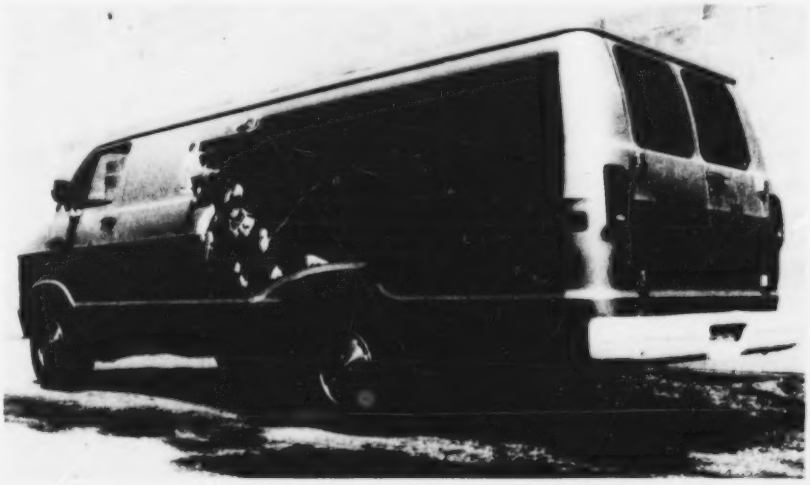
School Enrichment

Courses in ski jumping, freestyle skiing, luge, speed skating and cross-country skiing were offered to students in Grades 4 to 12 at some of Calgary's Catholic Schools.

Sport Canada study shows Alberta tops

A Sport Canada study released in December 1985 showed Alberta is fast becoming the national leader in the development of at least five of the 10 Olympic winter sports — luge, bobsleigh, biathlon, ski jumping and nordic combined. The study showed:

▲Alberta is already number one nationally in the production of Olympic-caliber athletes in biathlon and nordic combined.



▲That at the time, almost half of Canada's national biathlon team and two-thirds of Canada's nordic combined team consisted of Albertans.

▲In luge, Alberta had 250 registered participants, more than all Canadian participants outside Alberta combined. (Over 4,000 Albertans have tried luge since the Alberta Amateur Luge Association was formed in 1983.)

▲Parameters such as number of competitions, training sites, clubs, competitions, volunteer and paid coaches and national team athletes were examined.

Result

At the end of this year, there were 47 Albertans on Canada's national teams in the 10 Olympic winter sports.

Status of Facilities and Sport Development*

*Statistics released by Sport Canada Jan./86.

Top:
The Alberta Sport Van

Centre:
Currently, four members of Canada's Olympic Hockey Team are Albertans.

Programs to Increase Awareness and Improve Communication

Selling Sport and the Pyramid.

The programs explained

Like a pyramid, if amateur sport is to really grow in Alberta, it must increase in profile and widen its financial base. These are the aims of these programs:

Adopt an Athlete/Sport/Program:

In return for supporting one or all of the three financially, a business receives improved promotion, profile and image.

Sport Marketing Program:

Its aim is to increase corporate sponsorship of Alberta amateur sport and increase and enhance the Council's image.

Alberta Sport Hall of Fame and Museum:

To recognize the efforts of hundreds of Alberta's sport leaders and motivate others, the Council helps fund a museum which features hundreds of amateur and professional athletes.

Left to right:
Mascot promotes the Edson Alberta Winter Games.
Adopt an Athlete!

This year's results

Adopt an Athlete/Sport/Program

Critical groundwork began. The first proposal for corporate sponsorship of an Alberta biathlete was developed and initial contacts with Alberta corporations were made on behalf of all Alberta sport.

Sport Marketing Program: The Ball gets Rolling

▲A fund raising program involving 77 provincial sport associations and their affiliated clubs was initiated.

▲A marketing committee of some of Alberta's leading business figures began developing a marketing strategy and made key marketing decisions in the areas of fund raising, media liaison, advertising and promotion.

▲A sponsorship package to involve business in many of the Council's programs in return for improved publicity and promotion was created.

▲Work began on the foundations of a provincial magazine devoted entirely to Alberta amateur sport.

▲A video production designed to educate and motivate Albertans about the Council was produced.

▲An official line of dress was adopted for use by the Council.

▲A multi-paneled display featuring photographs and some of the Council's most interesting facts took shape.

Alberta Sport Hall of Fame and Museum

Operated by Sport Alberta, the facility received $100,000 to establish a permanent site in the Petro-Canada building in downtown Calgary.

Clockwise from centre left:
Uniforms for Alberta Games.
Major television station covers the Fort McMurray Games.
The Olympic Game Plan travelling display.

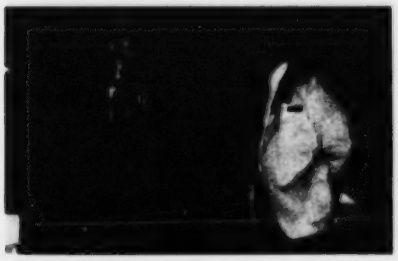
Our Volunteers

Helping us achieve the future.

Clockwise from top left:
MLA Norm Weiss flips hamburgers for Fort McMurray volunteers.*
Don Skagen, Chairman of the ASC.
Mike Supple, Volunteer Chairman of Fort McMurray Games, with the Honourable Peter Trynchy, Minister of Recreation and Parks.
**Mr. Weiss recently became Minister of Recreation and Parks.*

Unlike most major corporations, we have only a small staff. The real Alberta Sport Council is its thousands of volunteers. Key members of this crucial group are the Council's board of directors and committee members. All are leading Albertans in their respective fields and they have been hand-picked for their expertise and commitment. They too are volunteers.

Board of Directors
Don Skagen, Chairman, Calgary
Sherrold Moore, Vice-Chairman, Calgary
Dr. Gerald Glassford, Edmonton
Roger L. Jewitt, Beaverlodge
Don Moore, Red Deer
Robert Clark, Carstairs
Vic Juba, Lloydminster
Dr. E. Barry Mitchelson, Edmonton
Gwen Smith, Edmonton
Don Sprague, Edmonton
Thomas T. Humphrey, Calgary
Ron Elliott, Calgary
Phil Kueber, Calgary
Arthur L. Batty, Lethbridge
Dr. Maury Van Vliet, Edmonton
Max Gibb, Managing Director, Calgary



Marketing Committee Members
Don Sprague, Edmonton
Doug Shillington, St. Albert
Doug Shandro, Calgary
Stan Ballard, Calgary
Jim Woronuik, Edmonton
Mike Marples, Edmonton
Larry McLennan, Calgary

Games & Competitions Committee
Thomas T. Humphrey, Calgary
Vic Juba, Lloydminster
"Perky" McCullough,
Grande Prairie
Sandra Young Kolbuc, Whitecourt
"Butch" Thomlinson,
Fort Saskatchewan
Stan Fisher, Edmonton
Mayor John Irwin, Crowsnest Pass

Technical Development Committee
Don Moore, Red Deer
Dr. Maury Van Vliet, Edmonton
Dr. Gerald Glassford, Edmonton
Julian Nowicki, Edmonton
Dr. Gary Bowie, Lethbridge
Don Gustafson, Lacombe
Gary Homer, Calgary

Olympic Game Plan Committee
Dr. Maury Van Vliet, Edmonton
Philip T. Kueber, Calgary
Bob Niven, Calgary
Mike Supple, Fort McMurray
Julian Nowicki, Edmonton
Harry G. Hobbs, Edmonton
Cheryl Gibson, Edmonton
Dave King, Calgary
Ian Bryden, Calgary

ZONE COMMITTEES

Zone 1
Art Batty, Lethbridge
Doug Harker, Medicine Hat
Leroy Walker, Cardston
Neil Little, Lethbridge

Zone 2
Bob Clark, Carstairs
Terry Vaughan, Three Hills
Doug Rasmussen, Drumheller
Al Qually, Olds

Zone 3
Ron Elliott, Calgary
Guy Sunada, Calgary
Ron Urton, Calgary
Myrna Empey, Calgary

Zone 4
Don Moore, Red Deer
Vic Moisan, Stettler
Rollie Comeau, Ponoka
Calvin Sutela, Sylvan Lake

Zone 5
Gerry Glassford, Edmonton
Wendy Andrews, Edmonton
John Bole, Leduc
Darwin Park, Spruce Grove

Zone 6
Gwen Smith, Edmonton
Garry Sebulsky, Edmonton
Joe Dumonceaux, Edmonton
Ted Allan, Edmonton

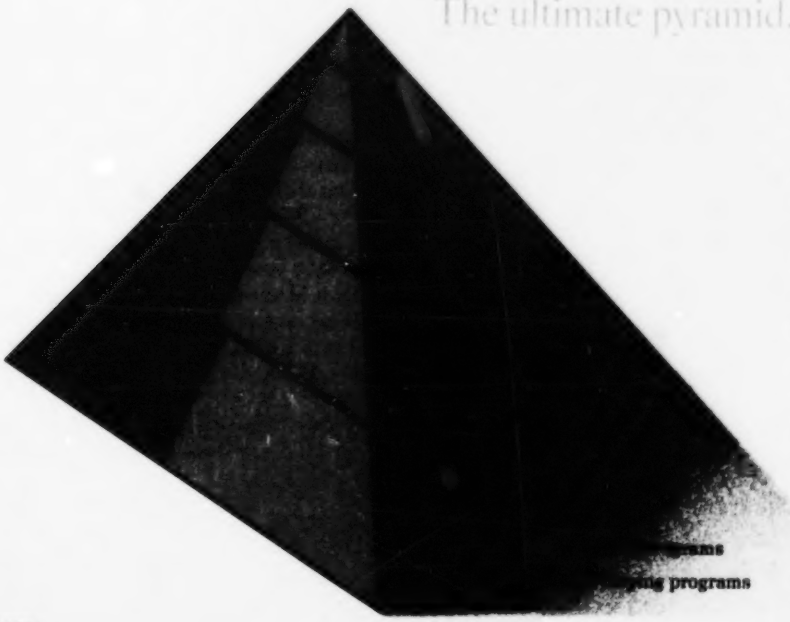
Zone 7
Vic Juba, Lloydminster
Barry Romanko, St. Paul
Ollie Megley, Vilna
Gordon Wallsmith, Lloydminster

Zone 8
Roger Jewitt, Beaverlodge
Bob Shillington, Grande Prairie
Patrick Bonertz, Valleyview
Clint Fystro, Peace River

Cultural Advisory Committee
Lorraine Aiello, Coleman
Ron duFort, Calgary
Dick Mells, Fort McMurray
Theresa Machan, Peace River
Penny Brodie, Didsbury
Don Mallon, Sherwood Park
Jean Hatlen, Edson
Alice Kulak, Edmonton
Fred Guy, Calgary

Where We're Going

The ultimate pyramid.



Above:
Bobsledding at the Edson Games.

In the coming years

This year, Alberta's amateur sport pyramid grew meteorically. In future, the Council hopes to broaden its program base, increase opportunities for participants from the grass roots to top levels, assist in upgrading the technical expertise of Alberta's coaches and officials and continue to raise its profile.

As well, the Council has plans to expand its financial base by raising $100,000 a year from each of 10 Alberta corporations. That's "A Million Dollars a Year for Alberta Amateur Sport."

Alberta already has the best sport system in Canada. With the changes to come, many more Alberta athletes should soon star on the national scene. Together with Alberta's coaches, officials and volunteers, they will make Alberta Number One in Canadian amateur sport.

Ultimately, the Council is aiming to create a pyramid like this one:

Existing Programs

National:
National Training Centres
National & International Travel
Participation in Western Canada & Canada Games

Provincial:
Alberta Athlete Development Program
Annual Alberta Olympic Symposium
Alberta Olympic Game Plan
Sport Outreach Provincial Training Camps
Master Coach & Official
Professional Technical Staff
Satellite Competitions
Alberta Summer/Winter/Seniors Games

Zone:
Talent Identification - "Keep in Touch"
National Coaching Certification Program
Zone Games
Projects: Local/Regional

Club/Community:
Training & Coaching
Club Development
Sport Festivals "Gold, Silver & Bronze"
Sport Outreach Exposure Clinics and Competitive Opportunities (Intra & Inter-School and/or Community)
Existing, Ongoing Club/School/Community Training and Competition
Alberta Sport Van

Developing Programs

Provincial:
Provincial Development Training Camps & Centres
Alberta Sport School
Coaching Congress
Special Competitions

Zone:
Zone Sport Outreach Camps: Training
Regional/Zone Training Centre
Sports Symposiums/Olympic Academies

Club/Community:
School/Community Enrichment: Curriculum Support Information
Aptitude Test (So You Think You're An Athlete?)

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T9V 0M3
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